



Assistant Store Director

JOB DESCRIPTION

Overview:

The Assistant Store Director provides leadership that drives the customer experience, overall operational execution and total store results. The ASD drives results by developing and executing short term action plans and long term strategies. The ASD leads company initiatives and ensures maximum productivity, profitability and compliance with company policies and procedures.

Summary of Essential Job Functions

- Supports SD in leading team and is responsible for total store results
- Supports, models and enhances all selling and sales support behaviors to ensure a seamless customer experience
- Drives customer loyalty through current brand strategies / initiatives, including V.I.P. loyalty program.
- Maximizes sales potential by spending 80% of scheduled time on sales floor
- Gains business insight and creates action plans that improve execution and results
- Analyzes customer experience and insights and provides daily feedback to leadership team
- Possesses a working knowledge and supports optimization of labor scheduling; may include writing, editing and/or reviewing weekly schedules, while maintaining payroll budget
- Leads and delegates, as appropriate, the execution of all company initiatives
- Plans for and supports facilitating management meetings and ensures consistent communication to all positions
- Accountable for all controllable expenses, including but not limited to payroll budget, market hire rate and supplies
- Sets the overall pace for creating a captivating in-store environment
- Manages and resolves customer relations issues in a timely manner
- Ensures housekeeping and maintenance of total store is executed – interior / exterior
- Manages all activities related to providing a safe working environment
- Supports development and implementation of store strategy to reduce shrink
- Attracts, recruits and hires qualified candidates for management and associate roles
- Co-Owns talent management of direct reports including on boarding, career development, succession planning and recognition
- Communicates effectively with Supervisor, management team, associates and peers
- Partners with Supervisor to establish clear performance goals and objectives

Desired Skills & Experience

Qualifications

- Demonstrates ability to improve customer satisfaction and drive customer loyalty
- Proven ability to effectively delegate, follow up and communicate with all levels of the organization
- Demonstrates ability to manage complex and competing priorities with time management and organizational skills
- Demonstrates ability to assess talent, coach, develop and manage performance
- Demonstrates business acumen with strong strategic and analytical skills
- Demonstrates excellent visual merchandising skills
- Schedule flexibility to include evenings and weekends; ability to travel as needed for meetings or to support other XSRE stores
- Minimum 2 years retail experience / previous management experience preferred

